

THE



STORY

NORTHERN ALBERTA DAIRY POOL  
LIMITED

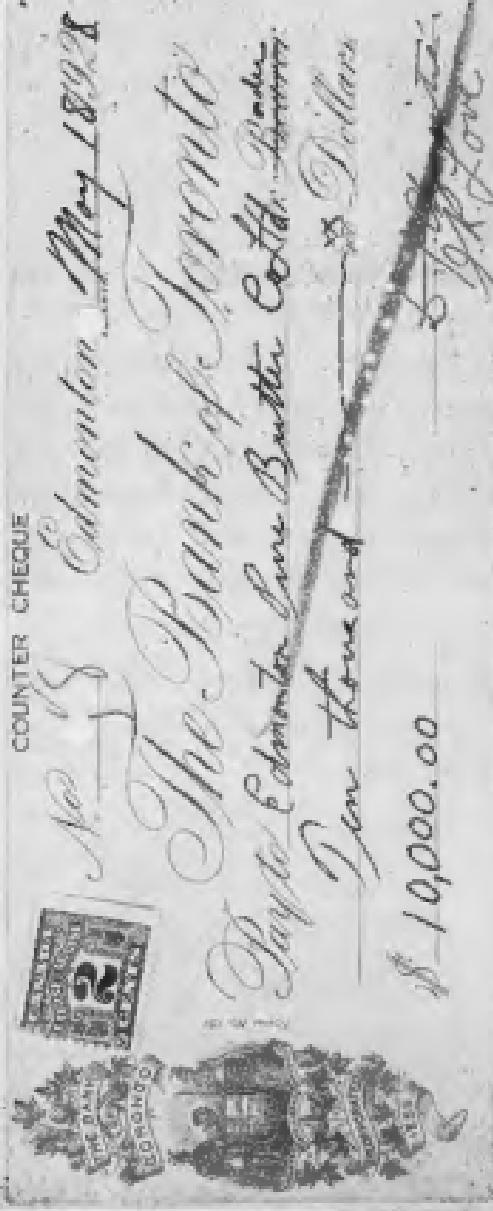


## *Foreword*

In the late 1920's definite steps were taken to provide dairy producers of Northern Alberta with co-operative facilities for the manufacturing and marketing of their dairy produce. Facilities which would be owned and controlled co-operatively by the producer members themselves. The pioneers of this organization were men of vision and courage and men willing to sacrifice themselves in order to bring to reality an ideal which would immeasurably benefit producers of coming generations.

The success of their efforts is evident in the story of the Northern Alberta Dairy Pool which today stands as a monument to their pioneer spirit of sacrifice and foresight.

COUNTER CHEQUE



Cheque which started N.A.D.P. in Business

This cheque was given to purchase the equipment and business of the Edmonton Pure Butter Company.

## THE STORY OF THE *Northern Alberta Dairy Pool*

In order to complete organizational work and to bring the Northern Alberta Dairy Pool in to operation a provisional board of directors was set up comprising the following: D. J. Christie, Edmonton; J. McK. Hughes, Flatbush; C. Pitzler, Stony Plain; R. M. Walker, Thorhild; A. R. Brown, Westlock.

On May 19, 1928 the efforts of these co-operative producers took concrete form and the establishment of the Northern Alberta Dairy Pool Limited became a reality with the purchase of the equipment and business of the Edmonton Pure Butter Company. The membership consisting of 847 dairy producers then elected the first Board of Directors made up of D. J. Christie as chairman; J. McK. Hughes, J. R. Love, C. Pitzler, Andrew Rain and A. R. Brown. Mr. C. E. Christensen was engaged as manager and this producer-owned co-operative was in business.

The volume of butterfat received increased rapidly and it was found necessary to expand with larger premises and more up-to-date equipment. In 1929 the first unit of a modern plant was constructed at 10531 - 102nd Street, Edmonton.

In 1930 a further addition was made to the plant and a sales branch was opened in Vancouver to distribute butter direct to the stores in B.C. From 1930 until 1942 the butter was distributed from the Vancouver Ice and Cold Storage but in 1942 the organization built a cold storage plant and have been operating from this cold storage since.

In 1932 the Wetaskiwin Dairy Pool was taken into the Northern Alberta Dairy Pool set up. In 1935 the Thorsby cheese factory was purchased. In 1936 the Sedgewick Creamery was taken over. In 1938 a plant was built at Andrew and in 1939 the creamery at Edgerton was purchased. In January of 1944 the following creameries were purchased from Burns & Company: Wetaskiwin, Camrose, Daysland, Hay Lakes, Leduc and Millet. Cheese factories at Bawlf and Round Hill were also purchased at this time.

In February 1944 the Bonnyville Creamery was taken over and on November 1st, 1944 an additional eight creameries and one cheese factory were purchased from Burns & Co. These were located at Holden, Mannville, Onoway, Radway, St. Paul, Vegreville, Vermillion and Westlock and the cheese factory at Bruderheim.

*First Board of Directors*

Sitted: J. R. Lovis, D. J. Christie, C. E. Christensen, Mrs. -mge. Standing: A. H. Brown, A. Reid, G. Pircher, J. Mack, Hughes.



## **DEMOCRATIC CONTROL**

The Northern Alberta Dairy Pool is owned and controlled by its member shippers. No shares are sold, no dividends paid to private investors. Owners must be cream or milk producers.

Elsewhere in this booklet is a picture of the first cheque issued by the organization, a cheque for \$10,000.00 representing borrowed money used to put the organization into business. From this time on earnings from the manufacture and sales of its members' produce made possible the continuous expansion and growth the Northern Alberta Dairy Pool has enjoyed.

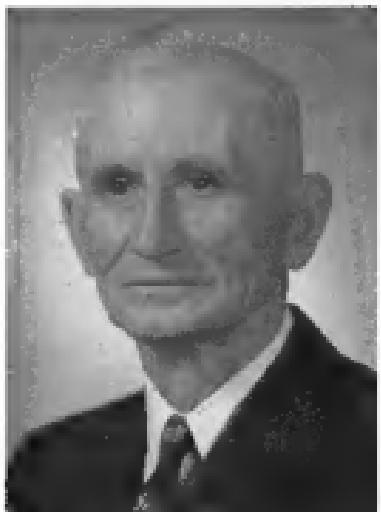
At the close of each year all earnings over operating costs are returned to the producer member in accordance with the amount of butterfat or milk he has shipped during the year. This is in the form of a final payment which is in two parts, a cash payment and a reserve share certificate.

The money represented in the reserve share certificate stays in the business and after a period of time, (approximately six years) these certificates are redeemed in the order in which they are issued. Thus the ownership of the business remains in the hands of the members for as long as they ship cream or milk and until their final certificate is redeemed. This revolving plan assures that active members have ownership and control at all times.

The territory covered by the Northern Alberta Dairy Pool is from the Battle River on the south to as far north as cows are milked and from the Rocky Mountains on the west to the eastern boundary of Alberta and beyond. This area is divided into five large districts and each of these districts is further divided into sub-districts averaging twelve sub-districts to a district. Each year nomination papers are sent to the members and they have the opportunity of nominating one of their number in each sub-district to represent them at the annual meeting as a delegate. If more than one delegate is nominated in a sub-district an election is held. These delegates gather in annual meeting and receive reports of operations, set policies and elect from their number a board of directors, one to represent each district. This board is responsible for carrying out the policies set out by the delegates and for engaging the general manager who in turn is in charge of operations.

Thus over 27,000 cream and milk producers in the territory covered by the Northern Alberta Dairy Pool, through co-operative marketing, own and control their own marketing facilities and receive all possible returns for their raw product.

In 1945 Grande Prairie and Peace River Creameries and the Dawson Creek milk plant were purchased. In 1946 Valhalla Co-op Creamery was turned over to the organization and operated on behalf of the members but a year later the plant was closed and production diverted to Grande



### *First President—*

In the organizational work of the Northern Alberta Dairy Pool Mr. Christie worked untiringly in the interests of the cream producers and played a large part in bringing the N.A.D.P. into reality.

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### *First General Manager—*

A graduate of the Royal Danish Agricultural College, Mr. Christensen came to the N.A.D.P. with extensive experience in the dairy industry both in the United States and Canada. This experience combined with sound and efficient management played an important part in the progress of the organization. He retired December 31, 1944 and passed to his reward in 1951.



Prairie. In 1947 the Barrhead Creamery was taken over. In 1955 the Grand Centre Creamery and milk plant was purchased. The butter section of this plant was closed in 1956 and the cream diverted to Bonnyville.

This brief resume shows that the Northern Alberta Dairy Pool started growing from its inception and has continued to expand giving service and facilities to increasing numbers of dairy producers in Northern Alberta. 26,420 members shipped to the organization in 1956 and thirty plants were operating including creameries, cheese factories, fluid milk plants and cold storage plants.

### EDMONTON FLUID MILK SECTION

At a meeting of the N.A.D.P. Board of Directors on August 1st, 1929, plans were set in motion to enter the fluid milk business by the end of that year. Opposition interests did not take kindly to the Pool starting in the fluid milk business and producers who signified their intention of pooling their milk found themselves without a market. These pioneers who shipped their milk as butterfat, at considerable sacrifice to themselves, while awaiting the opening of the milk plant were D. J. Christie, Jas. A. Allan, M. M. Lalam, Roy C. Marler, Fred T. Jackson, W. F. Wilkinson, Sid Ottewell, A. Fuhrer, W. Graunke and A. L. Job. The success of their marketing in the years to follow amply justified their faith in the organization.

A milk committee is elected by the members shipping fluid milk to the Edmonton plant. This committee deals with matters directly concerning the milk shippers and the chairman of this committee is automatically a member of the Board of Directors of the N.A.D.P. The committee consists of six members. The 1957 committee is as follows: Chairman: R. C. Marler; Secretary: F. T. Jackson; A. Job, K. Allan, G. Horricks and S. Gray.

The first N.A.D.P. milk wagon appeared on the streets of Edmonton on January 1st, 1930. It was not long before the familiar Red Diamond trade mark on N.A.D.P. wagons became well known and the retail and wholesale milk business of the organization increased in volume. The ten original shippers have now grown to eighty-six and our own retail milk routes have increased to sixty-five. With the changed times milk distribution methods also changed and nearly one half of our delivery fleet today consists of trucks which are necessary to cover the distances required in our expanded City of Edmonton. A modern garage is maintained to service these vehicles. Over 25,000,000 pounds of milk was purchased this year for fluid consumption in the city.

The first fluid milk plant operated in a branch plant was in Wetaskiwin in 1932. Today fluid milk is pasteurized and distributed at the following points: Camrose, Dawson Creek, Grande Prairie, Grand Centre, Peace

**Present Board of Directors**

Standing: A. C. Dodge; L. W. Macklin; F. W. Maddock; R. Stanley; gen.-mgr.; R. C. Maher; Seated: J. V. Erickson; L. Olson.



River, Vegreville, Vermilion, St. Paul, Westlock, Leduc, Sedgewick, Bonnyville and Wetaskiwin. The Dawson Creek plant at Mile 0 on the Alaska Highway serves an ever growing market in the town of Dawson Creek and points on the Alaska and Hart Highways. The plant at Grand Centre located close to the multi-million dollar Cold Lake Air Force Base supplies the base as well as the large number of homes housing air force families.

The operation of fluid milk plants at these points has made it possible for citizens of the towns and surrounding districts to obtain pasteurized milk and for a number of producers in the districts to improve their marketing returns by shipping fluid milk.

### CHEESE BRANCHES

The NADP first entered the cheddar cheese business with the acquiring of the Thorsby Cheese Factory in 1935. At the time of taking over the Burns & Company factories, Bayfield, Round Hill, Bruderheim, Millet and Leduc were added. The latter two being combination butter and cheese plants. Due to a diversion of production the cheese section of both these plants has since been discontinued.

### BUTTER BRANCHES

Butter manufacturing first started in 1928 in Edmonton. In that year 421,240 pounds of butterfat was purchased. In 1932 the acquisition of the Wetaskiwin Dairy Pool added our first branch creamery. In 1936 service was extended to the south-east part of the territory when operation of the Sedgewick creamery was taken over. This was followed in 1938 by construction of a plant at Andrew north-east of Edmonton. Still further expansion took place in 1939 with the purchase of the creamery in Edgerton. In 1944 the total number of butter plants increased considerably with the purchase of the creamery interests of Burns & Company in Northern Alberta and the Bonnyville creamery at Bonnyville.

In 1945 plants at Grande Prairie and Peace River were added to the ever growing organization. At the end of 1945 twenty-one plants were manufacturing butter. This total was increased to twenty-two in 1946 when the Barhead Creamery was purchased.

From its beginning in 1928 to 1956 the organization purchased 167,540,984 pounds of butterfat for buttermaking purposes.

### FINAL PAYMENTS

The Northern Alberta Dairy Pool being a producer owned co-operative returns all its earnings to its producer members in the form of a final payment each year based on the shipments of each member.

To the end of 1956 the total final payments returned to producer members amounted to \$10,512,241.00. Thus can readily be seen the great benefits which producers have received from marketing their products.

## *President—*

A native of England Mr Maddock settled near Esterhazy in 1911 and to-day operates the Jasper Springs Dairy Farm at that point. Mr Maddock became a member of the N.A.D.P. board in 1938 and its president in 1943. He is a director of the Dairy Farmers of Canada and chairman of the Stony Plain School Board.



## *General Manager—*

Born in Bruce County, Ontario, Mr Stanley moved to Edmonton in 1911 and was for a time in the construction business. He joined the Dairy Industry in 1913 and the Northern Alberta Dairy Pool as sales manager in 1929. He became general manager on the retirement of Mr Christensen on January 1st, 1945.

through their own co-operative facilities. Of this total \$6,414,405.00 was paid in cash and the balance in reserve share certificates. These certificates, when issued, represent earnings not available for distribution in cash and operate on a revolving plan. Under the present policy of redemption they are outstanding for six full years before being redeemed. To the end of 1956 redemptions had amounted to \$1,836,797.00.

The following summary shows the final payments made in 29 years of operation:

	Cash	Certificates	Total
Butterfat	\$5,305,168.00	\$2,953,199.00	\$8,258,387.00
Fluid Milk	820,801.00	812,924.00	1,633,725.00
Cheese Milk	321,521.00	197,769.00	519,290.00
TOTAL	\$6,447,500.00	\$3,963,892.00	\$10,411,402.00

### NEW METHOD OF BUTTER MANUFACTURE

In 1950, the Northern Alberta Dairy Pool took a big step forward in the manufacture of butter by being the first creamery in Canada to install a continuous butter making machine in its Edmonton plant. This revolutionary new method of making butter permits complete manufacturing and wrapping of butter in one operation. This machine manufactures and wraps 2000 pounds of butter per hour. This method makes it possible a more uniform butter, finer in texture and flavour. It stays firmer in room temperature and yet is more easily tempered when removed from the refrigerator. The operator provides the best in sanitary features and cuts labor required to a minimum.

### QUALITY DAIRY PRODUCTS RECEIVE WIDE ACCLAIM

**Nu-Maid Brand Butter** — Nu-Maid Butter is very popular among the citizens of Edmonton and northern Alberta as well as in the neighboring province of BC where large quantities of our butter are marketed. Nu-Maid Butter has been a consistent prize winner at all large Canadian Exhibitions and also at the Scottish Fair in Glasgow where on two occasions it has been awarded first prize.

**Milk and Cream** — Delivered to the homes in Edmonton and twelve other centres in Alberta, N A D P milk and cream are constantly in demand.

**Nu-Maid Ice Cream** — Manufactured in Edmonton, Grande Prairie and Peace River this delicious product is distributed throughout northern Alberta. Many ice cream novelties are also manufactured and sold.

**Nu-Maid Cottage Cheese** — The housewives favorite, this healthful food is sold creamed or dry in plain or chive style.

**Cheddar Cheese** — Manufactured by four N A D P plants cheddar cheese is always in demand.

Besides the above products roller Skim Milk Powder and Buttermilk Powder is produced and sold.

*Head Office and Plant, Edmonton*



## Directors 1928 - 1957

- Provisional Board 1928 D. Christie president R. M. Walker vice-president J. R. Love secretary-treasurer Chris Pitzler, A. R. Brown, A. E. Faulkner, A. H. Cooper A. Rafn.
- First elected Board 1929 D. J. Christie president, J. McK. Hughes vice-president, J. R. Love, secretary-treasurer, Chris Pitzler, A. Rafn, A. R. Brown
- 1930 D. J. Christie president, Chris Pitzler, vice-president A. R. Brown, secretary, A. Rafn, J. McK. Hughes
- 1931 A. R. Brown president, Chris Pitzler, vice-president, J. McK. Hughes secretary A. Rafn, T. H. Howes Neil Ross, milk director
- 1932-33 A. Rafn president, C. Pitzler vice-president J. McK. Hughes, secretary P. R. Hooper T. H. Howes Neil Ross.
- 1934 5-6 A. Rafn president N. Ross, vice-president J. McK. Hughes, secretary, P. R. Hooper, T. H. Howes W. T. Propp
- 1937 A. Rafn, pres dent, N. Ross, vice-president, J. McK. Hughes, secretary, W. T. Propp, H. Thompson, T. H. Howes
- 1938 A. Rafn pres dent, N. Ross, vice-pres dent, J. McK. Hughes, secre tary H. Thompson, T. H. Howes, F. W. Maddock
- 1939 A. Rafn, president, N. Ross, vice-president, N. Ross, vice-president, J. McK. Hughes secretary F. W. Maddock, H. Thompson, C. O. Jeune
- 1940 A. Rafn president F. W. Maddock vice-president J. McK. Hughes secretary; H. Thompson, C. O. Jeune, D. J. Christie
- 1941 A. Rafn pres dent D. J. Christie vice-president J. McK. Hughes, secretary F. W. Maddock, W. Burchett, C. O. Jeune
- 1942-43 F. W. Maddock, president, W. Burchett vice-president, J. McK. Hughes, secretary, D. J. Christie, A. Rafn, C. O. Jeune
- 1944 F. W. Maddock, president C. O. Jeune vice-president J. McK. Hughes, secretary, A. E. Pearce, W. Burchett, D. J. Christie
- 1945 6-7 8-9 50 F. W. Maddock, pres dent C. O. Jeune vice-president J. McK. Hughes secretary A. E. Pearce A. L. Pearce, R. C. Marler
- 1951 F. W. Maddock, president C. O. Jeune vice-president J. McK. Hughes, secretary, A. E. Pearce, L. Mulak, R. C. Marler
- 1952 F. W. Maddock, president, C. O. Jeune, vice-president A. E. Pearce, secretary, A. E. Dodge, L. Osback, R. C. Marler
- 1953 F. W. Maddock, president C. O. Jeune, vice-president L. Osback, secretary A. E. Dodge N. J. Shopland, R. C. Marler
- 1954 F. W. Maddock president, A. E. Dodge, vice-president L. Osback, secretary N. J. Shopland, J. L. Erickson, R. C. Marler
- 1955-6-7 F. W. Maddock, president J. Erickson, vice-president, L. Osback, secretary, V. Macklin, R. C. Marler, A. E. Dodge

# Prize Winning Butter

Throughout the years the various branches of the Northern Alberta Dairy Pool have exhibited butter at Canada's leading exhibitions and for the past three years at the Scottish Dairy Fair in Glasgow. Each year butter has been exhibited many prizes and trophies have been won.

Butter from countries in the British Commonwealth competes for honors in the Glasgow Fair. In 1955 our Edmonton plant took first prize and in 1956 the Barhead plant won the same honor. In 1957 Sedgewick and Edmonton won second prizes these entries being the highest scoring Canadian butter on exhibit.

At the 1957 Canadian National Exhibition in Toronto, Northern Alberta Dairy Pool entries received six first prizes. Included was the highest score for unsalted print butter.

## Interesting Facts

The Northern Alberta Dairy Pool has 396 permanent employees. 199 of these are located at branch plants and 197 in Edmonton.

The twenty-two plants manufacturing butter made 13,786,524 pounds in 1956, the largest butter production in the history of the organization.

Fourteen plants pasteurizing and distributing fluid milk handled over 38,000,000 pounds in 1956.

Four cheese plants purchased 11,500,000 pounds of milk to make into cheddar cheese.

The total value of products sold in 1956 amounted to \$12,470,000.00



# NORTHERN ALBERTA DAIRY POOL LIMITED

"Producer Co-operation in Action"

HEAD OFFICE — EDMONTON, ALBERTA

## CREAMERIES

Andrew	Millet
Barrhead	Macarville
Bonnyville	Oneway
Camrose	Peace River
Dawson	Ridway
Edgerton	Sedgewick
Edmonton	St. Paul
Grande Prairie	Vegreville
Hay Lakes	Vermilion
Holden	Westlock
Leduc	Wetaskiwin

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## CHEESE FACTORIES

Bawlf	Round Hill
Bruderheim	Thorsby

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## PASTEURIZED FLUID MILK DISTRIBUTION

Camrose	Peace River
Bonnyville	Sedgewick
Dawson Creek, B.C.	St. Paul
Edmonton	Vegreville
Grand Centre	Vermilion
Grande Prairie	Wetaskiwin
Leduc	Westlock

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## ICE CREAM MANUFACTURING

Edmonton	Grande Prairie	Peace River
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## COLD STORAGE PLANTS

Edmonton, Alberta	Vancouver, B.C.
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Co-op Press Limited  Edmonton, Alberta